



**CONTACT:**

Sibyl M. Smith  
SibylSmith@mac.com  
www.SibylSmith.com  
757.270.6271

**EDUCATION:**

James Madison University  
Harrisonburg, Virginia  
B.F.A.  
Major: Graphic Design

Christopher Newport University  
Newport News, Virginia  
Continuing education in Computer Science,  
programming.

Thomas Nelson Community College  
Hampton, Virginia  
Continuing education in Computer Science,  
programming.

**SOFTWARE:**

Adobe Creative Suite  
Wordpress  
Microsoft Office

**PROFESSIONAL ASSOCIATIONS:**

VP of Programs,  
Peninsula Women's Network

**LET'S CONNECT:**

WWW.SIBYLSMITH.COM



Facebook.com  
/SibylSmithEnterprisesLLC



https://www.linkedin.com  
/in/sibylmorgansmith



https://www.instagram.com  
/sibyl\_smith/



https://www.pinterest.com  
/ChoiceUmbrella/

# SIBYL SMITH

GRAPHIC ARTIST AND CREATIVE INNOVATOR

**MISSION:**

I am a senior entrepreneur and leader with more than twenty years of design experience that spans web, multimedia and print mediums. I am seeking an opportunity to make a positive impact in an organization by directing and delivering creative brand strategies, communication solutions and contributing to a positive work environment. I have demonstrated my abilities in building and leading creative initiatives that deliver results in fast-paced, constantly changing environments as a remote and in-house employee. I have proven my commitment to associate development and I have a long history of mentoring and leading successful teams.

**PROFESSIONAL EXPERIENCE:**

**Sibyl Smith Enterprises, LLC, Owner**

**2011 - present**

Freelance graphic design studio providing branding, marketing, and web design services to entrepreneurs.

**High-End Showroom Ad Designer**

**7/2017 - present**

High-end showroom ad designer for Ferguson Enterprises. Worked with Ferguson's branding department to create the majority of their high-end showroom ads that can be seen in publications such as HGTV Magazine, Magnolia Journal, Architectural Digest, Veranda and more.

**DIY Labels Club, Founder**

**2018 - present**

DIY inspiration, recipes, tutorials, printables and label design for custom DIY projects. Featured in Willow and Sage Magazine.

**Fido Design, LLC, Owner**

**11/2001 - 5/2006**

Freelance web and graphic design company providing web sites, corporate identity, catalog design, software interface design, stationery, specialty products, and other printed pieces. Worked with numerous clients in the Hampton Roads and Outer Banks region.

**Ferguson Enterprises, Corporate IT Department, Senior Media Artist**

**02/1999 - 12/2003**

Responsible for building graphics required by the corporate IS Department at Ferguson. Includes creation of CD package design, web design, posters, brochures and computer-based training modules. Responsible for user interface design and maintenance of Ferguson.com, Ferguson's on-line web site. Responsible for user interface design and maintenance of Ferg.com, Ferguson's intranet web site. Responsible for the training of associates on Net Objects Team Fusion. Responsible for user maintenance within Net Objects Team Fusion. Review, approve and publish all content submitted by Net Objects Team Fusion users.

**FERGUSON ENTERPRISES, Corporate Advertising Department**

**1/1997 - 2/1999**

Responsible for the development of the "Builder Submittal Program." Worked with over fifty branch contacts to create product brochures that offer builders and plumbers professional sales literature. The submittals provide Ferguson Sales Associates with high-end presentations to act as an enabler to increase branch profits. A pilot program was initially offered to three branches and then successfully deployed to over fifty. Creation of magazine ads, yellow page ads, fliers, brochures, and posters for Ferguson's branches and vendors.